

Communication

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CHICAGO, ILLINOIS



Miss Lucy Stephens,
1300 Clay St.
Lynchburg, Va.



From MR. H. E. HALEY, Secretary,
Spiritualistic Educational Ass'n,
Chicago, Illinois

Written for the Readers of "Communication"



LLOYD KENYON JONES

I am breaking one of the rules, I am printing a picture of Mr. Lloyd Kenyon Jones so that you can get a look at him. This was a snap-shot a friend took in Chesterfield, Ind., the past summer. I know that Mr. Jones will not publish his picture in the magazine, so I appropriated one of the snapshots and had it reproduced.

Usually, people like to have a look at the person with whom they are dealing. I like it that way. I think you do, too.

I have known Lloyd Kenyon Jones for nearly sixteen years. I met him in Denver, when he was doing editorial work, and writing Western poetry. He says it wasn't poetry, but the rest of us thought that it was.

When a person sees another at work for sixteen years, there is some hope of getting an idea of how that other person works. I do not call this character reading. It is observation, and sometimes observation is better than character reading.

When people make a success of anything, no matter what it is, there is a good deal of experience back of that success. I think it was Edison who said that achievement is about two per cent inspiration and 98 per cent perspiration. I think there is a good deal of sense in that statement, because how many times do we meet successful people who are not real workers?

I do not believe that many people could have carried this particular work as far as it has been carried, because most men would have been discouraged. They would have looked at it as hopeless.

Now, it may interest you to know how Mr. Jones has carried on this work in the face of obstacles. He has done it through hard work—never letting up a day, and through telling the truth to the men who were giving him credit. He never tries to hide the bad side. He does not attempt to make something poor look very good. When things have gone wrong, or haven't gone at all, he always told the results to the men who gave him credit. That may take courage, but I think that it takes good sense. If we can learn how to tell the truth when things look discouraging, people are going to believe us when we tell them that everything is looking better.

In starting "Communication," Mr. Jones received a good deal of gratuitous advice. Nobody thought that the magazine would "go," and the most optimistic thought that the field was too limited.

There is a difference between a plunger and a man who knows. Nobody knows anything which has not been demonstrated. Mr. Jones has demonstrated every plan before he has gone into it. If the test did not look favorable, that was the end of it. But he has said to me a good many times, "It is hard to do things in a

small way. It is easy to do things in a big way. A big work is easier to handle than a little work."

The wisdom of this view is being proved today, with plans completed that will give "Communication" a circulation that will compare favorably with the biggest magazines.

I wish you could know this friend of ours as well as I know him. To you, he may seem over-enthusiastic at times. To many sound, level-headed business men, he seems too conservative. Some men have the faculty of being wild in their plans, but apparently calm on the surface; and others have the reputation of being plungers when they never took a long chance, but are quick to follow up whatever has been demonstrated.

Mr. Jones is a hard worker. Everybody who knows him, knows that. He took the place of two editorial writers on a daily in the West, and had his work done before noon, whereas they never could keep even with the task. He planned and wrote at least twenty-five successful mail-order advertising campaigns in Chicago, and many of the backers of those plans were on the verge of bankruptcy when he went in with them. They

all succeeded. There are scores of advertising men in Chicago who know that this is true.

A large manufacturing concern, employing nearly one thousand persons, and located in the Middle West, was so heavily involved with banks that the bankers planned on closing down the business. I sat in a conference where Mr. Jones told these bankers how the business could be pulled out of its terrible condition and be put back on its financial feet. They told him that they considered him crazy, but they permitted him to go ahead, and in six months he had the bankers paid back, and no one in the factories of this corporation ever so much as suspected that they had come close to missing some of their pay-days!

I never saw Mr. Jones tackle an easy job, and if he had felt for a moment that it would be easy to do a big work for Spiritualism, I am sure that he would not have cared to enter the field.

You can call this genius, but it is hard work—thoughtful work, ceaseless work.

How many men would have tackled a job calling for the writing of a great volume of matter each month required for a magazine? How many would have taken care of correspondence, dictating perhaps three hundred letters a week in addition? Mr. Jones did this for "Communication," and in that time he wrote two books, "The Ciphers of the Apocalypse," and "The Master Key of the Scriptures," and looked after many other details.

That is the way he has worked for twenty-five years. He started making his living as a writer when he was seventeen. In January, he will be forty-three. His best years are before him, and a sea of experience is back of him.

Many of the largest industrial corporations in America—and that means in the world—know where he stands as a commercial writer. They have seen the results of his work.

And every field that he has entered, applying his talent to the needs of that field, has felt his presence.

I want you to understand that it is this fruitful experience that has been applied to this work. Nobody else ever did it. No one else ever attempted it. The results are showing, and those results prove to us certain facts.

The people in the country, and in small towns, who never had an opportunity of learning about Spiritualism, are being reached. They are becoming interested, and today we are starting a work that will mean at least 500,000 converts to this Truth in the next year. This is not a guess. It is the result of tests which Mr. Jones has made for the past year. And in order to make that success possible, he has attracted to this big work the very type of men who will help him succeed.

I wish you could be in this office day in and day out. I wish you could feel the confidence that the rest of us feel. We know that "the chief" will win out. The tabulated facts, the results of these tests, prove it.

And that brings me down to the heart of this message to you.

No one could expect you to stand by a loser—a theorist. But when you find a winner, why not stick right with him? Why not help him make the dreams come true, when those dreams are based on knowledge and not on the stuff that dreams are usually made of?

The most important thing for every one of the men and women interested in this work to consider, is that those persons who know Mr. Jones the best are the first to help him. The better you know him, the more you want to help him.

I wish you knew this man as well as I know him. When a large advertising agency some years ago offered him a big position in company with Elbert Hubbard, he refused it because he wouldn't ride to success on Mr. Hubbard's reputation. The pay was big, the future unlimited in opportunities, but the course was cut and dried.

The Chicago Inter Ocean employed him to write the account of a great athletic event, and in this account he berated the English for tactics which he thought were unfair, and the special representative of *The London Daily Telegraph* cabled the entire story to his paper, and the story was printed, and the English public blinked hard to think that an American writer would have so much nerve.

Eighteen months ago, several newspapers refused Mr. Jones' Spiritualistic advertising, and a year later a number of those papers bought his page story on Mr. Stead's Titanic experience and featured it!

I think that men learn things by doing them. This is not a task for a milk and water individual. I have heard some people say, "We don't think that Spiritualism should be advertised." They do not stop to think that nothing else has made the newspapers pay such attention to the subject. The world progresses because people are doing things in a new way. If we all remained right where we have been, there could not be any progress.

And if a man pouted because he is criticised, and felt all broken up because others predicted failure, he would never get ahead very much.

Mr. Jones has won a place for himself in every line of writing he has undertaken, not only because he has the ability and the capacity and doesn't care how many hours a day he labors, but because he studies situations and people.

It may surprise you, and it may not, to learn that the men who have given "Communication" its real credit, are not Spiritualists. Why did they extend that credit? Because they believed that Lloyd Kenyon Jones knew his subject, and knew what he was about, and could make a success of his plans.

How do these business men feel toward Spiritualism today? They have confidence in it, because they know that it is being presented correctly, and because they see that this message is being carried into every part of America.

I know more about Mr. Jones' plans than you know, and he is looking ahead farther than you probably think he is looking. He faces his struggles and his problems now, but if he did not have the vision to look beyond them to achievement, there would not be very much achievement.

These are facts worth thinking about—because every great movement, every wonderful success, has one guiding human being back of it, and this is true no matter how many later become active workers.

Nobody has the right to ask others to do what he hasn't done or won't do.

I have put about four thousand dollars into "Communication" and am trying to get more money to put back of this work—and show my confidence in my friend. I know that those closest to him are the first to "bet on him." His sister-in-law, who is his stenographer, put one thousand dollars into our bonds. If those who see this man as he is, are willing to do that, why should anyone hesitate? If he is so certain of success that he will accept this support from those closest to him, doesn't that look as though he is certain of the outcome?

You may say that this is praise, but I say that Lloyd Kenyon Jones deserves a lot more praise than anybody ever gave him. He started making his living as a writer when he was seventeen, and today he has the advantage of mature experience, and the confidence that goes with a record of success.

Men fail when it makes no difference whether they win or fail. But a fellow who has put his business standing in the balance, is not going to lie down or quit or whimper.

Perhaps I haven't put these facts together in a fancy way, but I have tried to make you see and feel that the work itself must have so much back of it that it simply had to attract a man who was able to do things.

The fact that thousands of dollars' worth of credit went back of this work, and that the men giving that credit were not Spiritualists, does better and stronger talking than I am able to do in this circular.

But what I have said is only part of my story. If I could not help in some constructive way, I would have no right to ask your attention for even a minute.

I have belonged to orthodox churches, and probably you have, and may still belong. You and I know that every church member pledges a certain support each year, and that all of this help is a contribution. You never expect to get your money back.

There are reasons why Mr. Jones wants this work to stand on its own financial feet. He says, "If we worry along on the basis of depending on donations, we never shall be able to carry on this work in a big way, and I won't be satisfied with anything that is not big."

Christian Science put its publishing on a business basis, and succeeded. The Methodist Book Concern is a business proposition—and nearly all of the other big churches have their publishing work done in a like manner.

All Mr. Jones ever has asked is business assistance. He will pay back all the money you put into these bonds. This is not begging. He is asking you to believe a few dollars' worth while men who are not Spiritualists are believing thousands of dollars' worth.

To build credit takes money to do things. When I told Mr. Jones that I would set aside all my other business and come in and put in all my time and energy to help in this work, I knew that no man could keep up under the strain of writing, planning and detail that rested on his shoulders.

All we have to think about now is financing this magazine a little further, and then it will take care of itself. We simply can't afford to refuse to stand back of a man who surely has won his position through the most able kind of work, and who stepped away from an earning capacity of thirty thousand dollars a year to do the work he felt he was called upon to do.

I don't know your financial condition and I am not trying to tell any man or woman what should be done. I do know that if YOU individually will put even ten dollars into these bonds, and others will put in as much more as they can, that is all we shall need.

I am going to try to help you know this man and his ability, and to know that the top of the hill is in sight, if we can only put the support back of Mr. Jones right now, without waiting.

You are not going to lose your money. It is only a loan. Surely you can lend this work ten dollars now. You get a bond for that, and that bond draws 6% interest, payable 3% the middle of each April and 3% the middle of October of each year up to Oct. 15, 1929. By that time all the bonds will be retired, or a plan will be put to you before then to make your interest permanent, just as you wish.

If you have any Liberty Bonds or Victory Bonds, send them along and you will be allowed full face value in exchange for our bonds. You will earn more on your money, you are giving nothing away, but you are helping finance the biggest thing Spiritualism has ever known.

Mr. Lloyd Kenyon Jones is the kind of man you would like to have as a neighbor, because he always stands high in any neighborhood in which he lives. If you want to know what kind of man he is, ask those who work for him. Ask the people who have bought his writings.

But think of what can be done with the right backing. Think of the possibilities of spreading this great Truth if we just go back of Mr. Jones now, and lift from his shoulders all these trying details—and permit him to employ the help he needs—so that he can write the second volume of "God's World" and do the other big things that are suffering for lack of time.

If you cannot send more than ten dollars, think of what that would mean if only a third of our readers did the same thing. Think of what this support means at this time, with the proving all done, and the future filled with the promise of achievement.

This isn't just a matter of reading the most interesting and instructive magazine Spiritualism has ever known. It is a matter of bringing new hope to hundreds of thousands who need that hope.

I want to see Mr. Jones through, because I know him. I have seen his struggles. I have seen him evolve his plans, like steps that lead upward and onward. Today he has opened the way for the biggest credit any such work ever secured, because the men giving that credit know him, have seen him work, know his record for building, have confidence in him.

Ten dollars may not seem much—or it may seem a good deal. If it is a sacrifice, make that sacrifice. It is nothing compared with the sacrifices that have been made. If you have a thousand, send the thousand. Send whatever you can, but don't hold back.

If the story I have told in this circular is not very interesting, that is only because I can't tell it any better. The facts are there just the same. The reason for this help is there just the same.

I want to make this the one big turnover for this work, and make it a real Thanksgiving for our friend, Lloyd Kenyon Jones.

You can make this possible if you take this message to your heart as something personal, and I am counting the days till I can expect to have your response, and have prepared a little bond subscription form that I hope, and believe, you will use. I enclose it with this letter.

Let us see just how much we can do right away!

This isn't something that you have to do. If people tell us we have to do things, that usually makes us mad. It is something I hope you will be glad to do, and I know what we can accomplish if I can put into the treasury of The Spiritualistic Educational Association from fifteen to twenty thousand dollars in the next three or four weeks. There isn't any reason why it can't be done, and if every man and woman who reads this circular will just make it a point to spare ten dollars, if nothing else can be spared, that will do what we ought to do.

I may have said the right things or the wrong things in this circular. I have said only what I know to be a fact, and I am sure that I'm not asking men and women to stand back of a loser.

If a man has done big things, he can do other big things. If the spirit world stood back of Mr. Jones in his other work, how much stronger they are standing back of him now.

I wish I could make you feel what I know—and then I wouldn't ever have to ask again, and won't ask again for financial assistance if every man and woman who reads this circular will come to the aid of Mr. Jones and this work today.

If that ten dollar bill was intended for something else, I can guarantee you that it could never bring greater satisfaction than you will get out of sending it for a bond.

I ask you to make the remittance payable to "Communication," and on the envelope write "Attention, Mr. Haley." Then I can tell Mr. Jones just how much his readers are ready to do for him and this work.

Yours for success,

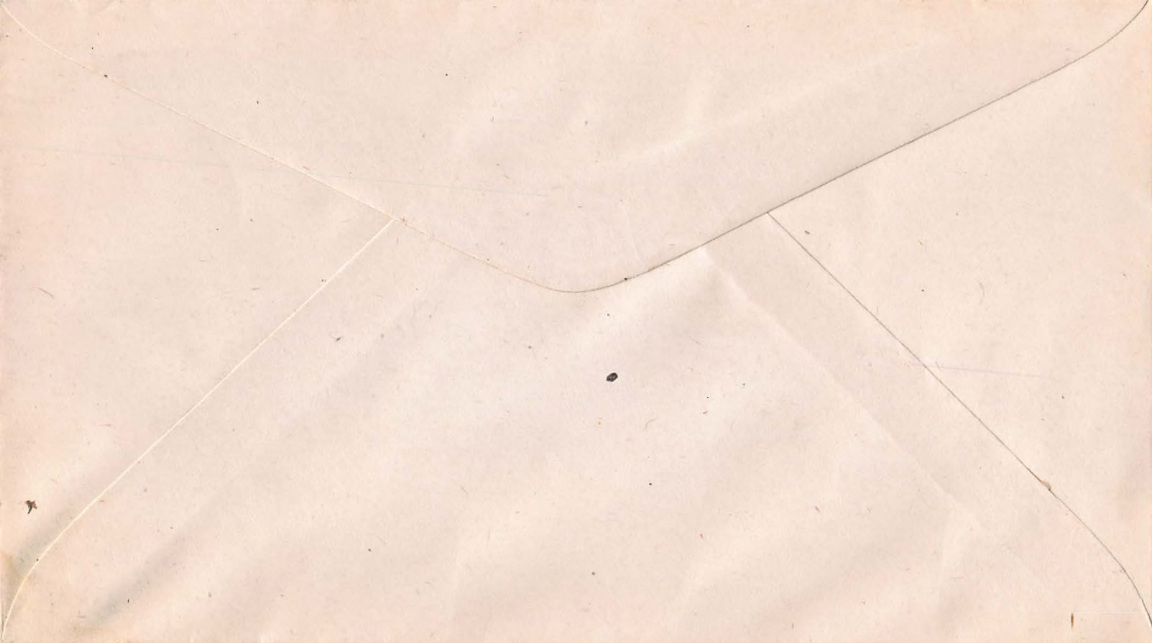
A handwritten signature in dark ink, appearing to read "A. A. Haley". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Sec. Spiritualistic Educational Ass'n.

“Communication”

981 Rand-McNally Building,

Chicago, Illinois



This Is the Message I Wish to Hand
to Mr. Jones!

Date:

Mr. Haley:

Yes, I believe that now is the time for every one of us to give this extra boost, and show Mr. Lloyd Kenyon Jones that we are all with him, so that the plans that have been maturing so carefully for months may succeed. I have realized that it would be easy to think that others would help and my part would not be missed, but in your appeal I sense something personal and wish to make it personal. I hope that this Thanksgiving will be a real Thanksgiving in every respect, and am happy to send \$_____ for which you are to send me a bond.

Yours very truly,

Name.....

Address.....

Don't forget that Liberty or Victory Bonds will be accepted to face value in exchange for "S.E.A." Bonds!